GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Department for Women and Child Welfare – State – wide campaign to end sex crimes against women and children – Awareness campaign – To conduct Rallies for "Aadabiddaku Rakshaga Kaduludam" on 7th May, 2018 in all the Districts – Orders – Issued.

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II. Role of Sadhikara Mitras: All Sadhikara Mitras shall take action to spread awareness in the community regarding -

a. Children should use a safe, well – traveled route to take to and from school. Isolated areas should be avoided.

b. Children should be made aware of the dangers of accepting rides from or talking to strangers.

c. Children should be encouraged to talk with their parents if they ever have a problem with a stranger or even a friend or a relative.

d. Teach children their rights: When children are taught they are special and have the right to be safe, they are less likely to think abuse is their fault, and more likely to report an offender.

e. Sensitize on Acceptable Behaviour when around children: Children are very susceptible, curious and are likely to enact the behaviour they see in their close ones. The family should be sensitized on what is the acceptable behaviour around children and teach the adults that bad behaviour on their part will eventually lead to irreversible damage on their child.

f. Sensitize the community on what child abuse is : Physical and sexual abuse clearly constitute maltreatment, but so does neglect, or the failure of parents or other caregivers to provide a child with needed food, clothing, and care. Children can also be emotionally abused when they are rejected, berated, or continuously isolated.

g. Recognize the signs of abuse : Unexplained injuries aren't the only signs of abuse. Depression, fear of a certain adult, difficulty trusting others or making friends, sudden changes in eating or sleeping patterns, inappropriate sexual behaviour, poor hygiene, secrecy, and hostility are often signs of family problems and may indicate a child is being neglected or physically, sexually, or emotionally abused.

h. Report abuse : If you witness a child being harmed or see evidence of abuse, make a report to Officers of the Women and Child Welfare Department or Police Station. When talking to a child about abuse, listen carefully, assure the child that he or she did the right thing by telling an adult, and affirm that he or she is not responsible for what happened.

III. AADABIDDAKU RAKSHAGA KADULUDAM Rally on 7th May, 2018 -

The District Collectors shall conduct a campaign under the name and banner of "AADABIDDAKU RAKSHAGA KADULUDAM" on 7th May, 2018 in all the Districts of Andhra Pradesh. The Collectors are directed to ensure that the following objectives and instructions are implemented scrupulously.

The objectives of the " Aadabiddaku Rakshaga Kaduludam "are :

i. To mobilize the community from all walks of life for the common goal to end sex crimes against women and children.

ii. To awaken the community to the 'Zero Tolerance "policy and commitment of Government of Andhra Pradesh to end sex crimes.

iii. To provide awareness on the penal provisions of the existing legislations such as POCSO, 2012 and Criminal Law Amendment Act, 2013.

iv. To provide protection and other support mechanism to the victims of sex crimes.

3. The District Collector and Magistrate will be the implementing authority in the District. The Project Director, D.W & C.D.A., will assist the District Collector in coordinating and rolling out the programme. The NGOs who have been working in the District on the welfare of Women and Children shall be encouraged to partner in this campaign to be conducted on 7th May, 2018 at Gram Panchayat, Mandal and at District levels. The District Collector shall conduct a coordination meeting with all the line Departments on 6th May for ensuring larger mobilization successful conduct of the programme on 7th May.

4. The public representatives from all levels, the members of self – help groups, Sadhikara Mitras, Youth Welfare Organisations, NSS and NCC groups, students, representatives of NGOs, Workers Associations, Unions, Government and private institutions such as schools, hospitals, corporate entities, and Media shall be facilitated for participating in the campaign being conducted on 7th May. The official and field functionaries from all the Departments shall participate in this programme at various levels. As part of this campaign the following activities shall be taken up:-

01. Public Rally covering people from all walks of life will be conducted at Gram Panchayat, Mandal and at District Headquarters. One Mandal level Officer to be designated as Special Officer for overseeing the programme at the Gram Panchayat level. The Tahsildar, Station House Officer and the CDPO / ACDPO shall lead the Rally at Mandal Headquarter. The Hon'ble Minister, District Collector and Superintendent of Police may lead the Rally at District Level.

02. The main banner should rad "Aadabiddaku Rakshagaa… Kaduludam".

[i]. The banner should be not less than 12ft and 4ft and should be held by the dignitaries in the front.

[ii]. Placards in the rally should have slogans relating to following messages:-

- End all forms of sex crimes against Women and Children.
- Community will not tolerate any sexual abuse of Women and Children.
- Men & Boys change your perception of women and children.
- Support Victim, Condemn the offender.
- Safety for Women & Children, Safety for State
- Legal provisions of POCSO.
- No Offender will be spared.

[iii]. The rally should be for no less than 3 KMs and should finally converge in an open ground. A small open stage should be put up.

[iv]. The rally should culminate in an open ground located in the centre of the District / Mandal headquarters and there should be a public meeting to address the gathering. The Superintendent of Police will welcome and give a brief introduction about the situation of the

sex crimes in the District, status of their investigation, legal provisions of POCSO Act, 2012, Criminal Amendment Act, 2013 and highlight the need for community awakening to end this situation;

[v]. Three prominent citizens / political representatives will speak on the need for Zero Tolerance of the community towards sex crimes against Women and Children and the need for changing the attitude of men and boys.

[vi]. The goal is to empower women and children to feel equipped to handle adverse situations such as those pertaining to sex crimes.

[vii]. The District Collector will speak on Government of A.P's commitment to make A.P a safe State for Women and Children and launch "Aadabiddaku Rakshagaa … Kaduludam".

[viii]. The District Collector will then symbolically release the Government's Poster as a mark of community awakening.

[ix]. Administering the pledge, the District Collector will administer a pledge with all the participants in the public meeting committing their resolve to end all sex crimes against women and children.

5. A larger public Rally and meeting shall be organized at the State level at Vijayawada where the Hon'ble Chief Minister will participate, address the gathering and administer the pledge at 4-00 PM on 07-05-2018. The District Collector, Krishna District, shall make necessary arrangements for the occasion.

6. The Spl. Commissioner, Department of Women Development and Child Welfare shall take further necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

DINESH KUMAR,
CHIEF SECRETARY TO GOVERNMENT.

To
The Spl. Commissioner, W.D & C.W., A.P., Guntur.
The Spl. Chief Secretary to Government, Education Department.
The Principal Secretary to Government, P.R & R.D Department.
The Director – General of Police, A.P., Vijayawada.
The Principal Secretary to Government, Home Department.
The Commissioner, I & P.R., A.P.
The C.E.O., S.E.R.P.
The M.D., M.E.P.M.A.
The Commissioner, Panchayat Raj.
All the District Collectors.
All the Superintendents of Police / Commissioners of Police.
Copy to: -
SF / SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER